

1 **Amendments to the Claims:**

2 This listing of claims will replace all prior versions, and listings of claims in the application:

3 **Listing of Claims:**

1 1-25. (Canceled)

1 26. (Currently Amended) A method of episodically delivering entertainment
2 content for a reality-based game to a plurality of users users, the method comprising:

3 delivering an initial episode of content episodic game module to a plurality of
4 user computers using a first transport mechanism, wherein the initial episode episodic game
5 module comprises an initial set of technology for enabling an initial episode of content on a user
6 computer; and

7 delivering subsequent episodes episodic game modules at periodically scheduled
8 intervals to at least one user, wherein each subsequent episodic game module includes a content
9 component, and wherein the content component of at least one of the subsequent episodic game
10 modules comprises one of a clue or a task to be completed by the user and is delivered to the at
11 least one user using a second transport mechanism different from the first transport mechanism.

1 27. (Currently amended) The method of claim 26 further comprising:
2 obtaining an e-mail address from a user; and wherein delivering the content
3 component of the at least one subsequent episodic game module comprises delivering
4 information related to the entertainment content to the obtained e-mail address.

1 28. (Currently amended) The method of claim 26 further comprising:
2 providing an e-mail address to a user; and wherein delivering the content
3 component of the at least one subsequent episodic game module comprises delivering
4 information related to the entertainment content to the provided address.

1 29. (Original) The method of claim 26 further comprising:

2 placing information relevant to content of the episode on a web site maintained by
3 a third party; and
4 wherein the information comprises a request that the user access the web site to
5 find the relevant information.

1 30. (Currently amended) The method of claim 26 comprising:
2 identifying a relevant current event news story; and wherein delivering the
3 content component of the at least one subsequent episodic game module comprises transmitting
4 information regarding the current event news story to at least one user to provide additional
5 information related to the episode content.

1 31. (Currently Amended) The method of claim [[26]] 30 further comprising:
2 determining a link to a web site containing the news story; and wherein
3 transmitting information comprises transmitting link information to the web site containing the
4 news story to at least one user.

1 32. (Original) The method of claim 30 further comprising:
2 creating a false news story related to the identified news story, wherein the false
3 news story links the content of the episode to the identified news story.

1 33. (Original) The method of claim 32 further comprising:
2 publishing the false news story on a web site maintained by a developer of the
3 entertainment content.

1 34. (Currently Amended) The method of claim 26 wherein delivering the
2 content component of the at least one subsequent episodic game module comprises further
3 comprising:
4 sending a message to a user's voice mail box, wherein the message is related to
5 the entertainment content.

1 35. (Original) The method of claim 34 further comprising the step of:

2 providing a user with a voice mail box.

1 36. (Currently amended) The method of claim 34 wherein sending a message
2 further comprises sending a message to the user's voice mail wherein the message is represented
3 to be from a character in the entertainment content.

1 37. (Currently amended) The method of claim 26 further comprising:
2 obtaining a facsimile number from a user; and wherein delivering the content
3 component of the at least one subsequent episodic game module comprises transmitting
4 information relating to the entertainment content to the obtained facsimile number.

1 38. (Currently Amended) The method of claim 26 further comprising:
2 providing a facsimile number from a user; and wherein delivering the content
3 component of the at least one subsequent episodic game module comprises transmitting
4 information relating to the entertainment content to the providing provided facsimile number.

1 39. (Currently Amended) The method of claim 26 wherein new technology is
2 used to implement an episode, further comprising:
3 incrementally delivering data [[to]] related to enabling the new technology as part
4 of a plurality of episodes to a user.

1 40. (Original) The method of claim 26 wherein an episode requires a video
2 file to be played by a user, further comprising:
3 incrementally delivering data comprising the video file as part of a plurality of
4 episodes to a user.

1 41. (Original) The method of claim 26 wherein an application developer
2 implements the episodes delivered to the users using technology from at least one third-party
3 vendor, and the third-party vendor updates the technology delivered to the users without
4 participation of the application developer.

1 42-46. (Canceled)

1 47. (New) A method of episodically delivering entertainment content to a
2 plurality of users comprising:
3 delivering an initial episode of content, wherein the initial episode comprises an
4 initial set of technology for enabling an initial episode of content;
5 delivering subsequent episodes at periodically scheduled intervals to at least one
6 user;
7 identifying a relevant current event news story;
8 creating a false news story related to the identified news story, wherein the false
9 news story links the content of the episode to the identified news story; and
10 transmitting information regarding the current event news story to at least one
11 user to provide additional information related to the episode content.

1 48. (New) The method of claim 47, further comprising:
2 publishing the false news story on a web site maintained by a developer of the
3 entertainment content.

1 49. (New) A method of episodically delivering entertainment content to a
2 plurality of users comprising:
3 delivering an initial episode of content, wherein the initial episode comprises an
4 initial set of technology for enabling an initial episode of content;
5 delivering subsequent episodes at periodically scheduled intervals to at least one
6 user, wherein an episode requires a video file to be played by a user; and
7 incrementally delivering data comprising the video file as part of a plurality of
8 episodes to a user.